NOTES

Preface


Chapter 1


Chapter 2

Chapter 3

1. Software executive and former analyst Peter Kim has amassed a list of nearly 1,500 social media marketing examples at http://wiki.beingpeterkim.com/.

Chapter 5


Chapter 6


Chapter 7

Chapter 8

Chapter 9

Chapter 11
1. Number of fans/followers multiplied by fan/followers of people who follow you.

Chapter 13
1. That isn’t always the case, as makers of some technology products have learned. For example, many underground forums tell how to hack everything from an iPod to a Toyota Prius. That isn’t the kind of value the company support form should provide, however.

Chapter 15
1. Google it.

Appendix